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National Soc. H. A. K.

Receipts etc. Am. Monthly

1910



REPORT
OF
Committee American Monthly Magazine
Daughters of the American Revolution
TO
Twentieth
Continental Congress

| | | |
|---|------------|------------|
| Amount forward | \$4,787.64 | |
| Process letters, letter heads, envelopes, bills, postage, etc. | 107.04 | |
| Expenses in Harrisburg, arranging Contract printing Proceedings Nineteenth Conti- nental Congress | 8.60 | |
| Chairman Magazine Committee, typewriting, stenography, telegrams and postage.... | 14.33 | |
| Editor of Magazine, telegrams, expressage and postage | 14.59 | |
| Stationery: | | |
| Genealogical Editor | \$9.30 | |
| Business Manager | 5.50 | |
| | <hr/> | 14.80 |
| | | <hr/> |
| Excess of Disbursements..... | | \$2,015.71 |

National Society of the Daughters of the American Revolution

WASHINGTON, D. C.

AMERICAN MONTHLY MAGAZINE RECEIPTS AND DISBURSEMENTS

For the Five Months from Nov. 1, 1910, to March 31, 1911

(Covering publication of Magazine under the new contract.)

RECEIPTS.

From November 1, 1910, to March 31, 1911..... \$ 125.67

DISBURSEMENTS.

Excess matter:

| | |
|---|-----------|
| 1910. | |
| November Issue | \$111.68 |
| 1911. | |
| March Issue (Board Minutes) | 144.52 |
| | \$ 256.20 |
| Editor's salary and clerical services..... | 500.11 |
| "Notes and Queries" expense..... | 150.00 |
| Editor: Telegrams, expressage, postage, cuts | 30.28 |
| Chairman Magazine Committee: Telegrams, telephone, etc. | 8.92 |
| Note heads, envelopes, etc..... | 30.70 |
| Old Magazines | 4.91 |
| Telegrams, postage, expressage, etc..... | 14.65 |
| | \$995.77 |
| Amount forward | |

The following items, though charged against the Magazine, are not chargeable as part of the Magazine expense.

The "Subscription Transfers" and "Adjustments" represent unexpired subscriptions and advertisements for which the Society has received the money, and is now making monthly payments to the publisher for the unexpired portions.

The other items have no bearing on the Magazine and are charged here only for convenience.

Subscription Transfers:

| | | | |
|--|----------|----------|-----------------|
| Amount forward | | \$995.77 | |
| 1910. | | | |
| November | \$263.36 | | |
| December | 247.84 | | |
| 1911. | | | |
| January | 175.89 | | |
| February | 140.85 | | |
| March | 120.18 | | |
| | | | \$ 948.12 |
| Adjustments on subscriptions and advertising..... | | 59.63 | |
| Extra Clerical Services: | | | |
| Copying Lists for Publishers | \$133.14 | | |
| Work on Screen.. | 170.00 | | |
| Miscellaneous | 3.60 | | |
| | | 306.74 | |
| Material for mounting cuts | | 33.54 | |
| | | | 1,348.03 |
| | | | <u>2,343.80</u> |
| Excess of Disbursements | | | \$2,218.13 |

COST OF PROCEEDINGS

| | | |
|--|------------|-------------------|
| Printing, postage, etc., Proceedings Nine- teenth Continental Congress..... | \$2,319.37 | |
| Refund postage by printer..... | \$18.20 | |
| Received from sale of Proceedings.. | 13.30 | |
| | | 31.50 |
| | | <u>\$2,287.87</u> |
| Deduct Net Cost for 1909..... | | 1,811.25 |
| | | <u>\$ 476.62</u> |
| Deduct on hand 280 copies Proceedings at 50 cents each. | | 140.00 |
| | | <u>\$336.62</u> |
| Net Excess of Cost..... | | \$336.62 |

REPORT *of* MAGAZINE COMMITTEE

as to

PRINTING OF THE PROCEEDINGS

of the

NINETEENTH CONTINENTAL
CONGRESS

MADAM PRESIDENT-GENERAL AND MEMBERS OF THE
TWENTIETH CONTINENTAL CONGRESS:

As reported by the Magazine Committee at the last Congress there was a net deficit for the year 1909-1910 of \$6,131.67. It has always been claimed that this deficit in the Magazine account was occasioned by the printing of the Congressional Proceedings in the Magazine. One speaker from the floor, of great experience, claimed that

“it cost us half the amount every year to print the records of our Congress that it does to print the Magazine,” and, again, that “it would cost us so much more money to print the records of the Congress in a separate publication and pay the postage than it does to publish the records in the Magazine.”

It so happens that the Congressional record of the Nineteenth Congress was 300 pages more than that of the Eighteenth Congress, and we must expect that we shall, with our ever-expanding work and interesting National Reports and State Reports, continue to have larger volumes.

We were able to make a contract on competitive bids for the printing of the Proceedings separately, at a considerably lower price per page than we paid per page for the Magazine, and the contents per page of the Proceedings as printed measured up about one-fifth more than the Magazine page. The only item of expense that is greater for the separate volume is postage. The great advantages of a separate volume are the index, which was made by an

expert under the supervision of the Chairman of this Committee, and the fact that the volume was delivered complete by July 10th, instead of in three installments, the last being received, in years gone by, often as late as September 15th. All of the National officers and clerks unite in bearing testimony to the advantages of having one indexed volume of the Congressional Proceedings, because all actions of the Congress and reports are quickly accessible, and are, therefore, more readily carried out. But perhaps the greatest benefit is in Chapter work. Each Chapter should have a copy of the Proceedings free, so that it can be informed of what is done by the National body. The Chapter is our unit of representation and should be closely affiliated with, and well informed, as to all proceedings of the Congress. The printed report saves much clerical work on these lines.

We submit herewith a statement as to the relative cost of printing and mailing the proceedings of the Eighteenth and Nineteenth Congresses:

Printing and mailing Magazine with Proceedings of Congress:

| | | |
|-----------------------|------------|------------|
| July, 1909 | \$1,104.50 | |
| August, 1909 | 658.95 | |
| September, 1909 | 1,089.04 | |
| | <hr/> | \$2,852.49 |

Printing and mailing Magazine without Proceedings of Congress:

| | | |
|-----------------------|-----------|------------|
| July, 1910 | \$ 527.25 | |
| August, 1910 | 260.88 | |
| September, 1910 | 253.11 | |
| | <hr/> | \$1,041.24 |

Net cost of printing Proceedings..... \$1,811.25

Cost of printing 4,000 copies Proceedings of Nineteenth Congress, 300 pages more than of Eighteenth Congress, postage, indexing, etc. \$2,319.37

| | | |
|-------------------------------------|---------|-------|
| Refund of postage by printer..... | \$18.20 | |
| Received from sale of Proceedings.. | 13.30 | |
| | <hr/> | 31.50 |

| | | | |
|-------------------------------|--|-------|------------|
| | | <hr/> | \$2,287.87 |
| Deduct—net cost for 1909..... | | | 1,811.25 |

| | | | |
|---|--|-------|-----------|
| | | <hr/> | \$ 476.62 |
| On hand, 280 copies of Proceedings at 50 cents each | | | 140.00 |

| | | | |
|-------------------------|--|-------|----------|
| | | <hr/> | \$336.62 |
| Net excess of cost..... | | | |

We must, however, bear in mind that if we had this year printed 147 pages more of Proceedings in the Magazine than last year, the deficit would have been more than it was in 1909, as each Magazine page of printing costs more than a page of Proceedings.

We therefore recommend: That the Proceedings of the Twentieth Continental Congress be published in a separate volume, properly indexed, as soon as possible after the adjournment of Congress, and that a copy be furnished free

to each National officer, including State Regents, and to each Chapter.

Respectfully submitted,

ELLEN SPENCER MUSSEY,
Chairman.

Adopted by Committee on April 17, 1911.

REPORT OF MAGAZINE COMMITTEE.

By MRS. ELLEN SPENCER MUSSEY, *Chairman.*

MADAM PRESIDENT-GENERAL AND MEMBERS OF THE
TWENTIETH CONTINENTAL CONGRESS:

Your Committee respectfully reports that in accordance with the action of the last Congress the National Board of Management, acting through its President-General, a Committee of the National Board and the Chairman of the Magazine Committee, proceeded to arrange to publish the Magazine under contract.

Within a month after the Congress adjourned the firm which had made the tentative offer to publish it without any expense whatever to the N. S. D. A. R. withdrew its offer. If the National Board and Magazine Committee had had the same power in February, 1910, that Congress gave it in April, the contract would have been signed and in operation, to our great advantage. The Committee from the National Board consisted of:

MRS. MABEL G. SWORMSTEDT, *Corresponding Secretary-General.*

MRS. LE VERNE NOYES, *Vice-President-General.*

MRS. GEORGE S. SHACKELFORD, *Vice-President-General.*

MRS. THOMAS K. NOBLE, *Chaplain-General.*

MRS. LULA R. HOOVER, *Treasurer-General.*

The Chairman of the Magazine Committee, acting under the direction of the President-General, visited The Telegraph Company, our former printer, at Harrisburg, and arranged that the Magazine should be printed under the

old contract until satisfactory arrangements could be made for a new publisher. The Chairman also visited our faithful Editor, Mrs. Avery, at Cleveland, and arranged all changes in detail which would become necessary when the office of the Business Manager should close on July 1st. In accordance with the action of the Congress, that office was closed, and the Board of Management voted to both the Business Manager and her clerk an extra month's salary.

From July 1st to October 1st the regular clerical work was performed without extra compensation by the Secretary of the President-General and the Clerk of the Corresponding Secretary-General. Bills were sent out to all subscribers in arrears, and the Magazine list was cut down to those whose subscriptions were paid in advance, as required by the Post-Office regulations. This work resulted in the collection of a considerable sum from delinquents. It also brought forth many complaints from those who claimed they had made payments that had not been credited.

Quite a number of names on the list were those of deceased members, and those who claimed the Magazine had not been ordered by them. However, as a result of this thorough work, while on April 1, 1910, we had only 2,442 paid-up subscriptions, we had on November 1, 1910, when we turned over our list to the new publisher, 3,173 paid up, a gain of 731, in the seven months of upheaval and transition. Considerable amounts were also collected from subscribers in arrears, as the books of the Treasurer-General will show. The adjustments as to errors on our lists entailed a great deal of correspondence and looking up of records and accounts, a labor which has been accomplished through the unfailing patience and industry of the Secretary of this Committee, Mrs. G. M. Brumbaugh, and the office force of the Treasurer-General.

By direction of the Committee of Board of Management, the Chairman of the Magazine Committee invited bids from several publishers, and with the result that the best proposition received was made by Mr. Frederick F. Wilson, of New York, who came to us well endorsed as a responsible young man with a successful experience as a magazine publisher. The negotiations with this gentleman were in progress from early in July until the middle of August, and these months that had been set aside by your Chairman

for a much-needed rest were largely occupied by a voluminous correspondence with Mr. Wilson and other publishers, the President-General, and the members of the special Committee from the Board. Telegrams and specials were the daily routine. The President-General consented to see Mr. Wilson at her summer home at Charlevoux, and Mrs. Swormstedt, Mrs. Le Verne Noyes, and her husband, Mr. Noyes, all gave their careful consideration to the making of the contract, which was finally signed August 12, 1910, to go into effect November 1, 1910, which action was ratified by the National Board.

Under this contract Mr. Wilson undertook to give us a regular monthly magazine, equal to the regular 96 pages of the old magazine, and 25 copies gratis for our official files. He to have full control of the make up and decoration of the Magazine and to pay all expenses of publishing, mailing, etc. We to bear all editorial expense and to pay the actual cost of all pages plus ten per cent which should be used in excess of 96 pages of the old Magazine. Mr. Wilson has been giving the Society 57 pages of the new Magazine, which are equal to 110 pages of the old Magazine, thus exceeding his guarantee by 14 pages each month. This relieves our home office the expense of soliciting and collection of subscriptions and expenses of soliciting advertisements. Mr. Wilson assumed our obligations to subscribers who had paid in advance and to advertisers. We make monthly settlements with him for these unexpired subscriptions at the rate of 8 1/3 cents a copy, just what we have collected. This list is growing smaller monthly, as subscriptions expire.

It may interest the Congress to know that since November 1, 1910, Mr. Wilson has, by his up-to-date business methods, increased the subscription list 35 per cent in five months.

We have, by this new departure, secured for the Society the services of a competent, energetic business man, familiar with the special business of the make-up and publishing of a magazine, who is putting into it not only his own time and brains, but a considerable capital. Whenever it yields an income over and above expenses we shall share in that profit.

The cost of manufacture of no magazine of consequence to-day can be paid by receipts derived from subscrip-

tions. Thus, it is necessary to have a good line of advertisements in order to pay the expenses of any periodical. Our new publisher found that the old cover was a barrier to success in that line, and he found, after repeated rebuffs, that a new cover that would appeal to the business man was necessary. It is a serious problem to design a cover that will suit the Daughters, and at the same time appeal to the business man. Our new publisher conceived the idea of having cuts from famous historic paintings, the first picture being that of the speech of James Otis against the "Writs of Assistance," the original of which hangs in the State Capitol at Boston. Artists recommended the brown tones, so the November number came out in brown. Of our, at that time, subscribers, many of the oldest protested. The Christmas cover came out in the Colonial colors with a beautiful picture of Dolly and her Mamma. This was liked by many. Our publisher announced that he was determined to find out what the majority of our Daughters wanted in a magazine, and provide it for them. He then had a new cover designed in our own colors of white and blue, still holding to the historic pictures for the cover. We have received many letters commending the cover of the March Magazine with its fine picture of the Battle of Kings Mountain, South Carolina, October 7, 1780, and we hope every one will appreciate the cover of the April number in blue and white, with the fine new picture of our beautiful Memorial Portico.

Let me ask you all to remember that the old cover never appealed to the majority of our organization. It was an old loved friend with a few of us, but artistically and commercially, it was not up to the standard of an up-to-date, high-class magazine. Our publisher has employed the best artists on this work, at a large expense to himself, and he will continue until we have a cover, or series of covers, that will attract business advertising, and at the same time, win the approval of not only the old list of subscribers, but of at least 40,000 new subscribers.

Under our contract with the new publisher we were required to furnish him a list of our membership, with addresses. As our last directory was published in 1908, this meant the preparation of a list of all members admitted since then. These lists have been carefully prepared in duplicate, so that the extra list could be used to make up

the much-needed supplemental Directory. The item of extra clerical services for the Magazine for October, November, and December, in the Treasurer-General's report, is occasioned by this work, which will save that amount when we make up the supplemental Directory.

We have also had prepared from the old Magazine what we call a "Pictorial History of the N. S. D. A. R." The work of the Daughters has never been correlated. It appeared to the casual observer as fragmentary and ineffective. We ask you to visit the old Magazine room on the first floor, front corridor, now the reception room, furnished by the District Daughters, and see the handsome mahogany screen, with 24 swinging leaves, on which is mounted by subjects, chronologically, all of the illustrations from our Magazine from the beginning of the present date, the work of a District Daughter, Miss Ethelwyn Bassett Hall, under the supervision of the Chairman of this Committee. This work cost something over \$300, as you will see by the report of the Treasurer-General, but it is our history, and you will be glad to see the fine pictures of all our Presidents-General and other National officers, as well as of 222 real Daughters, and many others, and also to consult the card catalogue.

Aside from these two lines of work which I have mentioned, the regular expenses of the Magazine for November and December, 1910, and January, February, and March, 1911, since the new contract, were those of the Editor's salary and clerical services for same, and the salary of the Genealogical Editor, at the rate of \$130 per month for all three; and small items of postage, stationery, telegrams, etc. *Our business office alone used to cost more than that every month.*

The November number overran the number of pages contracted for, through a misunderstanding between the Editor and the Publisher, which was very natural in the beginning. The March number had over 60 pages of Board Minutes, and will involve an extra on that account, but thanks to our faithful Editor, Mrs. Avery, and the hard work and patience of our new publisher, the new departure in our Magazine has worked out very smoothly. The Treasurer-General has made the monthly adjustments as to our advertising contracts and subscription lists, as her books show.

Under the action of the last Congress, the National Board could only make a contract for publishing the Magazine for one year, which time expires with the October number. This limitation of time was a great hindrance to us in finding a publisher, as few business men would be willing to go into a new enterprise involving such an outlay of capital and time for one year, without the assurance of a renewal of the contract for a term of years, which the Committee was not authorized to make at that time. We have fortunately secured the services of a man who is able and willing to handle this business for us, and who realizes that the road to success and a renewal of his contract lies in giving us a magazine that the large majority of our members will find indispensable. His many up-to-date methods of inducing Daughters to try the Magazine for even a short time have already been successful to a degree, but we should make a contract for at least five years in order to justify even greater efforts on his part. We, therefore, recommend

That the National Board of Management, acting with the Chairman of the Magazine Committee, be authorized and directed to make the best contract possible for the publication of the Magazine, and for such term of years as may be found advantageous; the Editorial management to be under the direction of the National Society, acting through the National Board of Management, the Editor, and Magazine Committee.

We want to thank our President-General; our Editor, Mrs. Avery; our Genealogical Editor, Mrs. Draper; the hard-working Secretary of the Committee, Mrs. Brumbaugh; our publisher, Mr. F. W. Wilson; all the members of this Committee; all of the special Magazine Committees in the States and Chapters for their unfailing and faithful assistance in solving the problem of getting a Magazine worthy of our great work, at the same time putting it on a self-supporting basis. Out of a busy life, the Chairman has given not only a wide business experience, but time and strength she could ill spare, but she feels that we are started in the right direction, and that next year we shall have made still greater progress.

Respectfully submitted,

ELLEN SPENCER MUSSEY,
Chairman.

Adopted by the Committee, April 17, 1911.



MAGAZINE COMMITTEE.

MRS. ELLEN SPENCER MUSSEY, *Chairman.*MRS. SAMUEL A. AMMON, *Vice-Chairman.*MRS. G. M. BRUMBAUGH, *Secretary.*

| | |
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